

Design Information & Report

Documentation of UI/UX design decisions, system architecture, and verbal communication strategies for the ComfortCraft e-commerce platform.

Designer Information

Project Details

Designer: Hamed Tavakoli Dastjerdi

Group: Group 9

Student Number: 300321356

Course: SEG3525 - UI/UX Design

Project Links

 qerope.github.io/SEG3525-Assignments/Devoir1 

 github.com/Qerope/ecommerce-app 

 ecommerce-app-sandy-two.vercel.app 

E-commerce Objective

Project Overview

ComfortCraft

Premium Furniture E-commerce Platform

ComfortCraft is a sophisticated furniture e-commerce platform designed to provide customers with an exceptional online shopping experience for premium home furnishings. The platform specializes in high-quality furniture pieces across multiple categories including living room, bedroom, dining room, and office furniture.

Inspirational Sites

West Elm

Inspired the clean, modern aesthetic and room-based product categorization. Their use of lifestyle imagery and clear product filtering influenced our design approach.

Visual Design

Wayfair

Influenced our comprehensive faceted search system and detailed product specifications. Their customer review system and checkout flow provided valuable UX insights.

Functionality

💡 Interactive Process & System Image Design

🛒 Follow-Instructions Process (Purchase Flow)

Progress Feedback System

We implemented a clear 3-step progress indicator that shows users exactly where they are in the purchase process: Cart → Checkout → Confirmation. Each step is visually distinct with color coding (blue for current, green for completed, gray for upcoming).

Step 1: Cart Review

Users can modify quantities, apply promo codes, and see cost breakdown

Step 2: Checkout

Multi-step form with delivery info, payment details, and order review

Step 3: Confirmation

Order summary, delivery timeline, and next steps clearly communicated

🔍 Exploration Process (Faceted Search)

Semantic Network & Filter Design

Our faceted search system is built around the furniture buyer's mental model, incorporating multiple dimensions that customers naturally consider when shopping for furniture.

Room Category

Living Room Bedroom Dining Room Office

Material

Wood Metal Leather Fabric

Style

Modern Traditional Scandinavian Industrial

Price Range

Interactive slider for budget-based filtering

Color

Visual color selection for aesthetic matching

Size

Dimensional categories for space planning

🗨️ Communication Process (Survey System)

Non-Intrusive & Engaging Design

The survey is strategically positioned post-purchase and uses engaging, conversational language with emoji and incentives to encourage participation without being pushy.

Timing Strategy

- Post-purchase confirmation page
- Optional link in navigation
- Incentivized with discount code

Engagement Techniques

- Friendly, conversational tone
- Visual progress indicators
- Immediate reward (discount code)

Verbal Communication Design

Writer/Reader Model

Brand Voice & Consistency

ComfortCraft speaks as a knowledgeable, friendly furniture expert to design-conscious homeowners who value quality and style. The tone is professional yet approachable, informative yet inspiring.

Core Voice Attributes

- **Expert:** Knowledgeable about furniture and design
- **Approachable:** Friendly and accessible language
- **Quality-focused:** Emphasizes craftsmanship and durability
- **Inspiring:** Helps customers envision their ideal space

Conversational Effects

- Survey uses "We'd love to hear from you!"
- Product descriptions use "you'll love"
- Confirmation page: "Thank you for choosing ComfortCraft"
- Consistent use of inclusive pronouns

Three Communication Objectives

Call to Action

Promotional language designed to drive immediate action and create urgency.

Example: "Transform Your Space with Premium Furniture! Save up to 40% on selected items!"

Example: "⚡ Flash Sale: Free Delivery on Orders Over \$500!"

Example: "Shop Now & Save Big! 🔥 "

Inform

Clear, factual information to help customers make informed purchasing decisions.

Example: "Each piece undergoes rigorous quality testing. We offer a comprehensive 5-year warranty on all structural components."

Example: "Made from premium solid oak wood, it features clean lines and a natural finish that highlights the wood's beautiful grain patterns."

Example: "Dimensions: 72\" L x 36\" W x 30\" H | Weight: 85 lbs | Assembly Required"

♥ Build Connection

Warm, engaging language that creates emotional connection and encourages participation.

Example: "We'd Love to Hear From You! ✨ Your experience matters deeply to us."

Example: "Thank You So Much! 💖 Your feedback means the world to us!"

Example: "Help us understand how we can make your furniture shopping journey even more delightful and seamless."

🎨 High-Fidelity Prototype & Visual Design

Visual Design Choices

Color Palette

- Primary Blue (#3B82F6) - Trust, reliability
- Dark Gray (#111827) - Sophistication
- Success Green (#059669) - Positive actions
- Accent Red (#EF4444) - Urgency, sales

Typography & Layout

- Font:** Inter - Clean, modern, highly readable
- Hierarchy:** Clear size differentiation for headings
- Spacing:** Generous whitespace for premium feel
- Grid:** Responsive 12-column layout system
- Cards:** Consistent shadow and border radius

💡 Generative AI Acknowledgment

AI Tools Used & Interactions

This project utilized ChatGPT mainly to help speed up the process of development where appropriate

Coding - ChatGPT

- React code debugging
- Product dummy info generation
- Other content generation

Design - ChatGPT

- Dummy placeholder images/logos
- Report layout and writing improvement
- Start design inspirations help

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